

10c McDonald Violet Ammonia	11c
50c Mexican Rose Cold Cream	38c
35c Pompeian Massage Cream	23c
50c Bristle Clothes Brushes	29c
25c Lanterite Nail Enamel	17c
50c Bradley's Toilet Water	37c
50c 4711 Liquid Green Soap	37c
50c "La Perla" Castile Soap, bar	35c
(Cuts 12 cakes)	
25c Williams' Jersey Cream Soap	18c
25c Woodbury's Facial Soap	18c
25c Daggett and Ramsdell Soap	18c

Reducing Notions

25c box Shell and Amber Hair Pins	19c
25c Child's Stocking and Skirt Supports	19c
10c Card Delano's Hooks and Eyes	7c
5c Piece Blush Dress, white or colored	3c
5c Imitation Tomato Pin Cushions	3c
10c Card "Not a Hook" Garment Fastener	7c
Toilette Pins, white, jet or dull, box	1c
10c Card Clinton Safety Pins, for	7c
2 pair for 5c Shoe Laces, per pair	1c
3c Coats Darning Cotton, ball	1c
3c Yard Black Hat Elastic, yard	1c
3c Black or White Cotton Tape, at	2c
3c Invisible Hair Pins, at	2c
5c Invisible Fringe Hair Nets	3c
5c Pearl Buttons, 14 to 24, card	3c
5c Package Mending Tissue	3c
5c Package Kid Hair Curlers	4c
5c Package assorted colors Cube Pins	4c
5c Card Nickel or Black Safety Pins	4c
10c Bands for Boys' Pants, at	9c
10c Silver Plated Thimbles	6c
10c Mother's Ironing Wax	6c
10c Curling Irons, Sale price	6c
10c Tape Lined, Sale price	6c
10c Pin Cubes, assorted colors	7c
10c Package Best Brass Pins	7c
10c 5-Book Corset Clips	7c
10c 8-yard Linen Corset Laces	7c

Stock Reduction Sale of Fancy Colored Waists

A handsome assortment of beautiful chiffon waists with Persian and lace net underlinings. Marquisette waists with hand embroidered fronts. Mesalline, Net and Taffeta waists, elegantly trimmed with rich laces, some plain tailored, in every desired shade and black.

At One-Quarter Off the Regular Prices

(2nd Floor)

Stock Reduction Sale of Silks

(Main Floor)

75c and 85c Dress Silks at 45c

This lot embraces: Satin Foulards, Tub Silks, Habutais, Satin Mesallines, China Silks, Pongees, Striped Mesallines, Voiles, Marquisettes, Taffetas and Satins. A magnificent selection of every desired color, and in stripes, fancy patterns and plain shades, worth 75c and 85c. Stock Reduction Sale

45c

\$1.00 Novelty Dress Silks at 59c

Rich Silks, 24 to 32 inches wide, in Foulards, Taffetas, Satins, Chiffons, Mesallines and Rajah Silks, in solids, plaids, checks, stripes, Persians, dots and fancy effects. Every new and favored shade is represented in this beautiful collection. Silks that regularly sell for \$1.00 the yard. Stock Reduction Sale

59c

\$1.25 Fancy Dress Silks at 82c

24 to 36 inches wide, presenting new effects in Satin Duchesse, Velvet Taffetas, Silk Faille, Satin Foulards, Crepe De Chine, Satin Mesallines, Pongees, Taffetas and rich lining Satins, in chameleon effects. Plain shades, stripes, coin spots, embroidered designs and novelty designs. The largest assortment of really fine silks ever shown at the regular price, \$1.25 per yard.

82c

\$1.50 Novelty Silks at 95c

\$1.75 Novelty Silks at \$1.29

These two lots represent the cream of our silk stocks—embracing 27 to 36 inch silks of every conceivable kind—Velvet Taffetas, Chiffon Taffetas, Crepe Mesallines, Satin Crepes and Chameleon Taffetas of every wanted coloring and design.

every visitor to this store—Now here comes the command to reduce this stock quickly at any cost—That means a big shrinkage in the already moderate prices. Some shrewd buyers will profit by these reductions, those who "know" will be here for the first picking.

These Dress Patterns come in Marquisettes, Chiffon Cloths, Satin Crepe, Mesalline, Silk Voiles, Wool Back Satins, Satin Duchesse, Mohair, Swiss and French Crepes, in rich satin stripes, embroidered designs, Persians, fancy borders and plain shades. The reductions are as follows:

\$2.50 Yard Dress Patterns	at \$1.95 yard.
\$3.50 yard Dress Patterns	at \$2.79 yard.
\$6.00 yard Dress Patterns	at \$4.50 yard.
\$3.00 yard Dress Patterns	at \$2.39 yard.
\$5.00 yard Dress Patterns	at \$3.95 yard.
\$10 yard Dress Patterns	at \$8.50 yard.

(Main Floor)

Stock Reduction Sale of Embroideries

These immense stocks of really fine embroideries are without exception the most complete showing in El Paso. There are entirely too many, however, and the prices we have marked them down to will reduce the quantities quickly.

45c Embroideries at 23c Hamburg, Swiss and Batiste edgings and insertings, in a beautiful assortment of English eyelet and blind omb, in widths up to 15 in. Worth 45c.

\$2.00 Embroideries at 89c 27 and 45 in. flouncings, galloons and insertings, the prettiest patterns on sheer batiste and Swiss—Worth up to \$2.00 yard.

ONE SPECIAL LOT of fine Linen, Batiste and Swiss Embroideries in flouncings, with Baby Irish, Fillet, and Russian designs. Broken sets and slightly mused, at JUST HALF PRICE.

25 PERCENT OFF REGULAR PRICES on Swiss, Baby Irish and Fillet on Batiste and Marquisette flouncings, at from \$1.00 up to \$10.00 yard. 25 PERCENT OFF.

Stock Reduction Sale of Children's Tailored Dresses

Manufacturer's Samples, mostly in 8 and 10 year sizes, in Rep, Pique and Popline, in the newest models, beautifully made and trimmed, every one a faultlessly tailored sample dress—and samples are always made with the greatest care. Only about three dozen in the lot. While they last—

At Less Than Half the Real Value

(2nd Floor)

Stock Reduction Sale Dress Goods

(Main Floor)

\$1.00 Wool Dress Goods at 59c

A great lot of really fine materials, in Storm Serges, Mohairs, Sicilians, Whipcords, Imported Challies, Cashmeres, French Serges and Panamas, 36 to 52 inches wide, in shepherd checks, plaids, hairline and shadow stripes, and plain colors. Rich smooth finish fabrics, worth up to \$1.00.

Stock Reduction Sale Price

59c

\$1.25 Wool Dress Goods at 79c

In this assortment you will find Basket weaves, Whipcords, Prunellas, Chiffon Panamas, French Serges, Nun's Veilings, Sicilians, English Suitings, Broadcloths, Kollenne, Poplin and Mohair—Come in stripes, checks, and English mannish weaves, and are from 44 to 56 inches wide—regularly sold at from \$1.00 up to \$1.25 the yard. Stock Reduction Sale Price

79c

\$1.50 Wool Dress Goods at 95c

Suitings, 45 to 56 inches wide, in colors, plain shades and fancy weaves—Chiffon Broadcloths, Imported Serges, Whipcord Suitings, Bedford Cords, Nap Sackings, Basket Weaves, Kollenne, Poplins, Chiffon Panamas, Silk Finished Mohairs, Satin Henriettes, English Suitings and Broadcloths—A splendid gathering of new materials of every favored kind, which, sold in the regular way would be marked at \$1.50 the yard. Stock Reduction Sale Price

95c

\$1.75 and \$2.00 Dress Fabrics at \$1.39

\$2.50 and \$3.00 Wool Suitings at \$2.10

50c BOYS' HATS 25c
Some worth 75c, in good quality felt, in black or colors.
Stock Reduction

25c

\$1.50 WOMEN'S WAISTS 63c
A large assortment, in satine, chambray and lawn, light or dark colors. Stock Reduction Sale

63c

FANCY PRINTED CHALLIES
A large assortment of pretty patterns, a very sheer quality.
Stock Reduction Sale

4c

NEW PRINTED LAWNS
Beautiful patterns, in sheer quality lawns, regularly sold at 8c.
Stock Reduction Sale

5c

JAPANESE KIMONO CREPES
Beautiful, rich patterns, in light or dark colors, regularly sold at 20c.
Stock Reduction Sale

11c

REMANANTS
Of Table Linens at less than usual low prices—Remnants of every desired length—some at HALF PRICE.
(Basement)

50c BRASSIERES 21c
Handsome embroidery trimmed and ribbon run brassieres, 50c value.
Stock Reduction Sale

21c

75c CORSETS FOR 36c
Medium or low bust, made of good quality batiste, strongly made and boned.
Stock Reduction Sale

36c

25c SILK TISSUES 17c
Elegant silk tissues and mulis, in rich solid shades, worth 25c.
Stock Reduction Sale

17c

35c FANCY SILKS 23c
An immense assortment to choose from, embroidered dots and fancy pattern.
Stock Reduction Sale

23c

50c CRYSTAL CREPES 33c
Rich patterns in broad and figured effects in solid shades, worth 50c.
Stock Reduction Sale

33c

75c FANCY SILKS 39c
A beautiful assortment of rich designs and colors, in stripes and broad designs.
Stock Reduction Sale

39c

EXTRA SPECIAL!
4-4 INDIAN HEAD
Shrunk finished cotton. Stock Reduction Sale

12 1/2c

EXTRA SPECIAL!
LONG KIMONOS
In handsome printed lawns and challies, nicely trimmed—worth \$1.25.
Stock Reduction Sale Price

98c

35c LACE LISLE HOSE 19c
Women's silk finish lace hose, double heel and toe, in light shades.
Stock Reduction Sale

19c

25c HOSE, 2 PAIR FOR 25c
Women's black elastic ribbed or lisle finished hose, regular 25c values.
Stock Reduction Sale, 2 pair for

25c

REMANANTS
Dress Goods Remnants, Wash Goods Remnants, Remnants of Silks at wonderfully low prices.

FOUND CAN TALCUM 10c
Corylopsis, fragrant Talcum powder, large pound can, sold everywhere at 15c and 20c.
Stock Reduction Sale

10c

\$1.25 CHILDREN'S COATS 55c
Ages 2 to 6, handsome line coats, trimmed with pearl buttons and braid.
Stock Reduction Sale

55c

\$1.50 WOMEN'S DRESSES \$1
In fine quality printed percales, lawns and zephyr gingham, worth \$1.50.
Stock Reduction Sale

\$1.00

TORCHON AND CLUNY LACES 3c
A large assortment of pretty patterns, wide and narrow, worth 6c.
Stock Reduction Sale, yard

3c

15c EMBROIDERIES 9c
A splendid assortment of dainty patterns in embroidery edgings.
Stock Reduction Sale, yard

9c

CHILDREN'S DRESSES 48c
Sizes 2 to 6 years, in pretty lawns, prints, etc., nicely made, worth 75c.
Stock Reduction Sale

48c

CHILDREN'S UNDERWEAR 15c
Misses' and children's 35c ribbed, fleeced shirts or drawers, broken sizes.
Stock Reduction Sale

15c

10 CAKES TOILET SOAP 35c
Glycerine, heliotrope, carnation and bouquet.
Stock Reduction Sale, 10 large cakes for

35c

\$1.00 CORSETS FOR 46c
In low, medium or high bust, long or short hips, made with coutil or batiste.
Stock Reduction Sale

46c

POROUS KNIT UNION SUITS
Boys' union suits, men's shirts or drawers, regular 5c to 50c quantities.
Stock Reduction Sale

25c

MEN'S UNDERWEAR 19c
Fine quality halbringer shirts or drawers, regular 35c to 50c quality.
Stock Reduction Sale

19c

Basement Balcony Bargains

What 1c Will Buy In This Sale

Nutmeg Graters, worth 5c
Fancy Cake Tins, worth 5c
Stove Pipe Collars, worth 5c
Children's Drinking Cups, worth 2c
Kitchen Tea Spoons, worth 3c

What 2c Will Buy In This Sale

Sure Catch Mouse Traps, worth 5c
Kitchen Salt and Pepper Shakers, worth 5c
Four Wardrobe Clothes Hooks, for 2c
Five Steel Screw Hooks for 2c
Heavy Brass Picture Hooks worth 5c
Wire Egg Beaters, worth 5c

What 3c Will Buy In This Sale

Large size Basting Spoon, worth 6c
Plain Water Tumblers, worth 5c
Jelly Cake Tins, worth 5c
Wire Cream Whippers, worth 5c
Wire Tea Strainers, for soup, worth 5c
Doughnut Cutters, worth 5c
Japanese Candlestick Holders, worth 5c

What 4c Will Buy In This Sale

5-inch Tin Funnels, worth 7c
Galvanized Coal Shovels, worth 10c
One-half pint heavy Drinking Cups, worth 7c
10c to 25c Mottos, broken glasses
Sunny Monday Baking, worth 10c
Hardwood Potato Mashers, worth 8c
Screen Soap Shakers, long handle
Pan Cake Turners, worth 8c
Kitchen Mixing Spoons, worth 7c

What 5c Will Buy In This Sale

Large bottle Sewing Machine Oil
10-inch separate bottom Cake Pan
Double throat Mouse Traps
Enameled Basting Spoons
Large roll fine Toilet Paper

Bring the section of this "ad" that interests you most, with you—thus avoiding mistakes.

Stock Reduction Sale of Trimmed Hats

These two prices we quote on trimmed and tailored hats will be a revelation to every one—There are but a limited number at each price—of course the first comers fare best.

\$10.00 Hats at \$3.95

A description of the different styles would be impossible in this space—suffice that there are shapes and styles for every dress and figure—large, medium and small shapes—They are displayed in our windows—
(2nd floor)

\$5.00 Hats at \$1.50

Large or small shapes—Gaby tailored effects and handsomely trimmed hats, with fancy straw braids and hair-braids with silk and satin or pretty flower trimmings—a limited number only—better come early.
(Basement)

Wash Materials

15c Fancy Foulards	12c
20c Wash Pongees	12c
25c Fancy Tissues	19c
45c Fancy Batistes	9c
18c Shirting Madras	13c
25c Imported Madras Shirting	19c
50c Silk Madras Shirting	33c

One big lot of broken lines and single pieces of fine wash fabrics worth up to 50c per yard—a beautiful assortment of patterns.
Stock Reduction Sale

23c

20c White Figured Madras	14c
25c Fancy White Madras	18c
15c 34-inch White Linene	12 1/2c
\$1.75 12 yd. Piece Nainsook	\$1.39
\$3.00 box of 12 yds. Imperial Sea Island Nainsook, at	\$2.35

Basement Linen Section

\$1.25 Pure Linen Napkins, doz.	95c
63x90 Linen Table Cloths, full size	\$1.39
\$9.00 Linen Table Sets, complete	\$7.65
65c Linen Breakfast Cloths	38c
75c Damask Lunch Cloths	59c
\$1.00 Hand drawn Lunch Cloths	83c
\$2.00 Damask Lunch Cloths	\$1.25

These are exceptional values at the original prices—at the reductions they will go quickly.

50c Linen Guest Towels	35c
85c Linen Damask Towels	50c
\$1.50 Satin Damask Towels	95c
35c All Linen Face Towels	21c
20c Turkish Bath Towels	15c
25c Terry Cloth Bath Towels	18c
EXTRA SIZE, heavy double knit Turkish towels at	30c
EXTRA SIZE, extra quality 50c Turkish towels at	40c

Sheets and Pillow Slips

72x90 Hemmed Sheets	45c
63x90 Extra Seamless Sheets	59c
81x90 Hotel Special Sheets	75c
72x90 Extra 1.00 Sheets	85c
81x90 Fruit of the Loom Sheets	85c
81x90 Hemstitched Sheets at	99c
42x36 Pillow Cases, at	10c

Hotel Special-Towels
18x36 size, fine soft finish absorbent Huck, worth \$1.25; Sale

95c

20x44 fancy hemmed Huck Towels, worth \$2.00; sale

\$1.65

45x36 Pillow Cases	12 1/2c
Linen finish Pillow Cases	15c
Hemstitched Pillow Cases	18c
Extra fine embroidered Pillow Cases, worth	75c, at
25c Linen Huck Towels	19c

Basement Balcony Bargains

10c bottle Household Ammonia
10c Wire Spoon Egg Beaters
10c Long Handle Dippers
25c Oil Can, very strong
\$3.75 Standard Clothes Wringer
45c Enameled Covered Chambers
75c Wash Boilers, large size
50c Enameled Tea Kettles
100 feet heavy Wire Cable Lines
50c Enameled Dish Pans
40c two gallon Milk Pails
75c Enameled Rice Boilers
\$1.00 Galvanized Wash Tube
20c Double handle Lunch Baskets
25c 14-quart Dish Pans for
25c Pocket Folding Lunch Boxes
10c Tack Hammer and Puller
35c Tea or Coffee Strainers
15c Wire Potato Mashers for
15c Wire Pot Bottoms for
75c Wire Rat Traps for
\$1.25 Alligator Hand Grips for
25c Screw handle Mop Sticks
\$1.00 Food Choppers, with 4 cutters
Mrs. Potts' Sad Iron Sets, complete
25c Enameled Wash Basins
25c Gas or Range Toasters
30c Family Scales, very useful
15c Enameled Hippled Sauce Pans
Whitmore's Polishes & Cleaner—white, black or tan
10c Mincing knife or hash choppers
10c large size solid back scrub brushes
15c Keen Cutter Cake Tins, extra quality
15c Hardwood Steak pounder, enam. handle
15c Aluminum Salt & Pepper shakers
15c Comb. Match Safe & Comb & Brush stand
15c large size sure catch Mouse Traps
15c vegetable cutter with adjustable knife
15c Weller make handled Cocottes
15c Rubber Plate & Dish scraper
20c Wire Carpet beater, enamel handle
25c Meat Cleaver, hardwood handle

7c

6c

19c

\$2.48

29c

49c

35c

35c

25c

25c

49c

60c

10c

10c

15c

6c

6c

7c

35c

79c

10c

90c

98c

15c

6c

7c

10c

10c

15c

15c